

### Claims

1. A cleaning composition suitable for cleaning a surface comprising a surface substantive polymer wherein said polymer is capable of modifying the surface to render it hydrophilic, providing a contact angle between water and the surface of less than about 50°.
2. A cleaning composition suitable for cleaning a surface comprising a surface substantive polymer wherein said polymer is capable of durably modifying the surface to render the surface hydrophilic providing a contact angle between water and the surface of less than about 50 °.
3. A cleaning composition according to claims 1 or 2 wherein said polymer is capable of adhering to the surface for at least one rinse, measured according to the rinse test method described herein.
4. A cleaning composition according to claims 1 or 2 wherein said polymer is capable of adhering to the surface for at least five rinses, measured according to the rinse test method described herein.
5. A cleaning composition according to claims 1 or 2 wherein the surface is ceramic, enamel, vinyl, no-wax vinyl, linoleum, melamine, glass, any plastics, plastified wood, metal, especially chrome metal, varnished or sealed surfaces and the exterior surfaces of a vehicle.
6. A cleaning composition according to claim 5 wherein the surface is an exterior surface of a vehicle.
7. A cleaning composition according to claims 1 or 2 wherein the polymer comprises at least one hydrophobic or cationic moiety and at least one hydrophilic moiety.
8. A cleaning composition according to claims 1 or 2 wherein the polymer is present at a level of from about 0.001% to about 10% by weight of the composition.

9. A cleaning composition according to claims 1 or 2 wherein the polymer is selected from the group consisting of N-vinylimidazole N-vinylpyrrolidone (PVPVI) polymers, polyvinyl pyridine N-oxide (PVNO) polymers, quaternized vinylpyrrolidone/dialkylaminoalkyl acrylate or methacrylate copolymers or mixtures thereof.
10. A cleaning composition according to claims 1 or 2 additionally comprising a surfactant or surfactant system.
11. A cleaning composition according to claims 1 or 2 additionally comprising a chelant.
12. A cleaning composition according to claims 1 or 2 additionally comprising a solvent, preferably a C1-5 alcohol.
13. A cleaning composition according to claims 1 or 2 additionally comprising a soil release polymer.
14. A cleaning composition according to claims 1 or 2 additionally comprising a multivalent metal ion and salts thereof.
15. A cleaning composition according to claim 14 wherein the multivalent metal ion is selected from the group consisting of  $Al^{+3}$ ,  $Zn^{+2}$ ,  $Cu^{+2}$ ,  $Cu^{+3}$ ,  $Fe^{+2}$ ,  $Fe^{+3}$ , salts thereof and mixtures thereof.
16. A process for cleaning a surface comprising optionally pre-rinsing the surface, applying the composition according to claim 1 to the surface and allowing the composition to dry naturally.
17. A process according to claim 16 wherein the surface is rinsed prior to allowing the surface to dry naturally.
18. A process according to claim 16 wherein the composition is applied onto the surface using a spraying device.